

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently Amended) A system for integrating event management, the system comprising:

at least one computer device configured to perform a method for integrating event management, the method including:

a customer relationship system for managing customer information for customers of an event provider stored in a customer database;

an event management system for managing event information for events provided by the event provider stored in an event database; [[and]]

a marketing system for contacting customers of the event provider using the customer database and the event database, the marketing system contacting including:

a promotion system for informing a group of customers of an event, wherein the event requires payment for an individual to attend and attendance at the event is not limited to invited individuals only, and wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database; and

a feedback system for obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using

information contained in the customer database and the event database;
and
analyzing the event and, based on the analyzing, generating a report to
indicate an effectiveness of marketing the event and a quality of the event.

2. (Currently amended) The system of claim 1, the method at least one computer device further including ~~an accounting system for managing accounting information for each event.~~
3. (Currently amended) The system of claim 1, the method at least one computer device further including ~~a transaction processing system for processing electronic payment for an individual to attend an event.~~
4. (Canceled).
5. (Currently amended) The system of claim 1, wherein customers are contacted by at least one of: an e-mail, a newsletter, ~~[[and]] or~~ a telephone call.
6. (Currently amended) The system of claim 1, wherein the managing customer information relationship system includes:
~~an information system for displaying providing customer information and event information for display to a user;~~

a customer management system for allowing a customer to manage the customer information; and

a provider management system for allowing an event provider to manage the customer information.

7. (Currently amended) The system of claim 1, wherein the managing event information management system includes:

a configuration system for allowing an event provider to manage the event; and

a registration system for allowing a customer to register for the event.

8. (Currently amended) The system of claim 7, wherein the managing event information management system further includes a registrant system for providing data on the event to a customer that has registered for the event.

9. (Currently amended) The system of claim 7, wherein the managing event information management system further includes a security system for limiting access to functionality of the event management system.

Claims 10-16 (Canceled).

17. (Currently Amended) A computer program product comprising embodied on a computer useable storage medium having computer readable program code embodied therein, which enables a computer system to implement a method for integrating event management, the program product method comprising:

program code configured to manage managing customer information for customers of an event provider stored in a customer database;

program code configured to manage managing event information for events provided by the event provider stored in an event database; [[and]]

program code configured to market marketing an event of the event provider to customers of the event provider using the customer database and the event database, wherein the event requires payment for an individual to attend ~~and attendance at the event is not limited to invited individuals only~~, and wherein the program code configured to market an event marketing includes:

program code configured to promote promoting the event to a group of customers using email, wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database; and

program code configured to obtain obtaining feedback on the event from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database; and

analyzing the event and, based on the analysis, generating a report to indicate an effectiveness of the marketing and a quality of the event.

18. (Currently amended) The computer program product of claim 17, the method further comprising:

program code configured to manage managing accounting information for each event; and

program code configured to process processing payment by a customer for an event.

19. (Currently amended) The computer program product of claim 17, wherein the program code configured to manage managing event information includes:

program code configured to define defining an event of an event provider at a third party web site;

program code configured to add adding a link from an event provider web site to an event registration web page at the third party web site;

program code configured to limit limiting access to event information and management functions based on a security level of a user;

program code configured to register registering a customer for the event using the event registration web page; and

program code configured to provide providing additional event information to the registered customer.

20. (Currently amended) The computer program product of claim 17, wherein the ~~program code configured to manage~~ managing customer information includes program code configured to allow ~~allowing~~ each customer to manage the customer information for the customer.

21. (Canceled)

22. (New) A computerized method for integrating event management, the method comprising:

managing customer information for customers of an event provider stored in a customer database using a computer system including at least one computing device;

managing event information for events provided by the event provider stored in an event database using the computer system;

contacting customers of the event provider using the customer database and the event database using the computer system, the contacting including:

informing a group of customers of an event, wherein the event requires payment for an individual to attend and attendance at the event is not limited to invited individuals only, and wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database; and

obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database; and

analyzing the event and, based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event using the computer system.

23. (New) The method of claim 22, further comprising managing accounting information for each event using the computer system, the managing including accounting for revenue received as a result of providing the event and deducting expenses for the event.

24. (New) The method of claim 22, further comprising processing electronic payment for an individual to attend an event using the computer system.

25. (New) The method of claim 22, wherein customers are contacted by at least one of: an e-mail, a newsletter, or a telephone call.

26. (New) The method of claim 22, wherein the managing customer information includes:

providing customer information and event information for display to a user;
allowing a customer to manage the customer information, the customer information including contact information and a subscription status; and
allowing an event provider to manage the customer information.

27. (New) The method of claim 22, wherein the managing customer information includes:

allowing an event provider to manage the event; and

allowing a customer to register for the event.

28. (New) The method of claim 27, wherein the managing customer information further includes providing data on the event to a customer that has registered for the event.

29. (New) The method of claim 27, wherein the managing customer information further includes limiting access to functionality of the event management system.

30. (New) The method of claim 22, wherein the event provider is a third party, the method further comprising receiving payment from the third party in return for integrating event management for an event provided by the third party.